



United States of America
FEDERAL COMMUNICATIONS COMMISSION
TELEVISION BROADCAST STATION LICENSE

Authorizing Official:

Official Mailing Address:

HERITAGE BROADCASTING COMPANY OF MICHIGAN
P.O. BOX 627
CADILLAC MI 49601

Kevin R. Harding
Associate Chief
Video Division
Media Bureau

Facility Id: 26993
Analog TSID: 1548
Digital TSID: 1549
Call Sign: WWUP-TV
License File Number: BLCDT-20100823ABU
This license covers permit no.: BMPCDT-20100219ABB

Grant Date: July 25, 2011
This license expires 3:00 a.m.
local time, October 01, 2005.

Subject to the provisions of the Communications Act of 1934, subsequent acts and treaties, and all regulations heretofore or hereafter made by this Commission, and further subject to the conditions set forth in this license, the licensee is hereby authorized to use and operate the radio transmitting apparatus herein described.

This license is issued on the licensee's representation that the statements contained in licensee's application are true and that the undertakings therein contained so far as they are consistent herewith, will be carried out in good faith. The licensee shall, during the term of this license, render such broadcasting service as will serve the public interest, convenience, or necessity to the full extent of the privileges herein conferred.

This license shall not vest in the licensee any right to operate the station nor any right in the use of the frequency designated in the license beyond the term hereof, nor in any other manner than authorized herein. Neither the license nor the right granted hereunder shall be assigned or otherwise transferred in violation of the Communications Act of 1934. This license is subject to the right of use or control by the Government of the United States conferred by Section 606 of the Communications Act of 1934.

Name of Licensee: HERITAGE BROADCASTING COMPANY OF MICHIGAN

Station Location: MI-SAULT STE. MARIE

Frequency (MHz): 192 - 198

Channel: 10

Hours of Operation: Unlimited

Transmitter: Type Accepted. See Sections 73.1660, 73.1665 and 73.1670 of the Commission's Rules.

Antenna type: (directional or non-directional): Non-Directional

Description: RCA, TF-12AH

Beam Tilt: 0.75 Degrees Electrical

Major lobe directions (degrees true): Not Applicable

Antenna Coordinates: North Latitude: 46 deg 03 min 36 sec
West Longitude: 84 deg 05 min 57 sec

Transmitter output power: 2.472 kW
3.93 DBK

Maximum effective radiated power (Average): 25 kW
13.98 DBK

Height of radiation center above ground: 333 Meters

Height of radiation center above mean sea level: 562.8 Meters

Height of radiation center above average terrain: 370 Meters

Antenna structure registration number: 1002423

Overall height of antenna structure above ground (including obstruction lighting if any) see the registration for this antenna structure.

Special operating conditions or restrictions:

- 1 The license expiration date provided herein is tolled pursuant to 47 U.S.C. §307(C)(3) pending a final decision on the station's license renewal application. Furthermore, this license is subject to any action taken by the Commission on the renewal application.

*** END OF AUTHORIZATION ***